

## **Middle East & Africa Alcoholic Beverage Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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### **Report description:**

The Middle East & African alcoholic beverage market is expected to register a CAGR of 4.5% over the forecast period, 2022-2027.

With the onset of COVID-19, the alcoholic beverages market got badly impacted. This was due to the closure of specialty shops, bars, pubs, and restaurants. During the mid-2020, the ease in lockdown restrictions had led retailers to gain confidence, while a steep increase in prices was observed in a few regions mostly due to government regulations and taxes, thus minimally affecting the market studied. Also, the demand for hard drinks such as whiskey and gin had soared during the pandemic, while products such as beer witnessed growth in terms of volume. In-house consumption, along with the stocking of brands, has been one of the propelling factors for the market to sustain during the pandemic.

Over the medium term, the growth of the alcoholic beverage market in the Middle East is likely to be driven by the increased consumption of alcohol across the young adult demographics. Additionally, increasing demand for premium alcoholic beverages and the curiosity among consumers, specifically among millennials, is pushing them to try alcoholic products, which is expected to positively impact the growth of the alcoholic beverage industry in this region.

However, strict restrictions, increased taxes, and tariffs imposed by the Middle Eastn governments will likely slow down the growth in this region.

MEA Alcoholic Beverage Market Trends

Growing Demand for Premium Alcoholic Beverages

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Almost every event or gathering includes alcoholic beverages, which serve as an excellent icebreaker. It has also become a sign of luxury, and as a result, including premium drinks at events and otherwise has become a growing trend. With the improving living standards in South Africa, consumers can now afford better brands than before, due to which the demand for foreign brands is increasing in the country. Therefore, the basic development of the society in the region along with improving per capita expenditure over time is expected to fuel the demand for alcoholic beverages in the region. Thus, in September 2021, Cassper Nyovest, a South African Rapper, launched his premium alcohol brand "Billiato," a taste of wealth, including premium alcoholic beverages.

#### South Africa is the Largest Share Holder in the Regional Alcoholic Beverage Market

South Africa is the largest shareholder in terms of the consumption of alcoholic beverages in the region. This is primarily due to the influence of colonial rule over the country in the past that has developed the people's interest in consuming more of these beverages. Witblits and Moonshine are a part of the culture of South Africa. The former is a clear spirit distilled in the Western Cape for years. Amarula is a cream liqueur from South Africa, made with sugar, cream, and the African marula tree's fruit, also locally called the Elephant tree or the Marriage Tree. According to the World population review report in 2022, South African consumers of alcohol are some of the heaviest drinkers globally and consume 9.45 liters of alcohol per person in a year.

#### MEA Alcoholic Beverage Market Competitor Analysis

The Middle East & African alcoholic beverage market is moderately fragmented due to several private players involved in the processing of local spirits and wines. The major players are practicing geographical expansion and mergers and acquisitions to pump up their revenues, while the private players are focusing on continuing to produce the traditional beverages, along with the ones of western origins. Few major players in this industry are Diageo PLC, Heineken Holdings NV, Edward Snell & Co., Pernod Ricard SA, and Anheuser-Busch InBev.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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